Transmittal to Louisiana Legislative Auditor of Comprehensive Budget Information

Transferring Agency: Office of the Lt. Governor/Department of Culture, Recreation & Tourism

Agency #: 267 **Program #: CFMS 675825**

Receiving Agency or Entity

Name	Type	$ Amount
Lafayette Parish CVB	Coop. Endv. Agree	$53,157.50
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Please attach email submission/documentation.

Submitted by [signature] **Date Submitted:** 10/26/10

REVENUE BREAKDOWN

REVENUE	2009	2010
Hotel / Motel Tax	$2,840,000	$2,814,000
Interest Income	102,000	65,000
Membership	36,000	33,000
Other Revenue	35,000	32,000
Co-op Programs	27,000	37,000
Cycle Zydeco Revenue	150,000	160,000
Grant Funds	25,000	50,000
Total	$3,215,000	$3,191,000

PROGRAM EXPENSES	2009	2010
Administration	$362,000	$330,000
Personnel	893,000	883,000
Tourism	836,900	827,000
Convention	367,000	466,000
Membership	5,600	5,000
Specialty Marketing	446,500	396,000
Visitor Related Programs	100,000	95,000
Future Projects	180,000	165,000
Parish External Agency Projects	24,000	24,000
Total	$3,215,000	$3,191,000

I. PERSONNEL COSTS

	Administration	Tourism	Convention	Membership	Specialty Marketing	Total
Wages/Contract Labor						$680,000
Taxes						18,000
Medical Insurance						105,000
Retirement						80,000
Total Personnel Cost						$883,000

II. DIRECT PROMOTIONAL EXPENSES

	Administration	Tourism	Convention	Membership	Specialty Marketing	Total
Magazine/Newspaper/Web		$450,000	$90,000		$101,000	$641,000
Printed Literature		75,000	45,000	4,000	3,500	127,500
Specialty Merchandise/Photo		38,500	39,000		6,000	83,500
Outdoor Advertising		40,000	15,000			55,000
Promotional Events		150,000	39,000		243,000	432,000
Travel & Entertainment		49,000	21,000	600	19,000	89,600
Video Coordination					20,000	20,000
Convention Assistance Program			200,000			200,000
Web Development	100,000					100,000
Total Direct Promo. Expenses	$100,000	$802,500	$449,000	$4,600	$392,500	$1,748,600

III. OTHER EXPENSES

	Administration	Tourism	Convention	Membership	Specialty Marketing	Total
Professional Partnerships	$21,000	$7,000	$4,000	$200		$32,200
Postage	45,000					$45,000
Telephone	15,000				3,500	18,500
H/M Tax Collection	14,000					14,000
Legal Advertising	4,000					4,000
Special Services		13,000	7,000			20,000
Education/Training	1,000	2,000	2,000	200		5,200
Equipment Rental	9,000					9,000
Insurance/Bonding	20,000					20,000
Accounting	19,000					19,000
Auto	13,000	2,500	4,000			19,500
Utilities/Janitorial	31,000					31,000
Supply/Office Expenses	35,000					35,000
Gateway	95,000					95,000
Other Expenses	192,000					192,000
Total Other Expenses	$514,000	$24,500	$17,000	$400	$3,500	$559,400
TOTAL EXPENSES	$614,000	$827,000	$466,000	$5,000	$396,000	$3,191,000

ADMINISTRATION

ADMINISTRATION BUDGET		2009	2010
6075-01	Collection H/L Tax	$13,500	$14,000
6250-01	Insurance/Bonding	28,000	20,000
6620-01	Telephone	15,000	15,000
6700-01	Utilities/Sanitation	22,000	22,000
6280-01	Janitorial Services and Supplies	9,000	9,000
6200-01	Equipment Rental	9,000	9,000
6370-01	Office Supplies/Equip.	45,000	35,000
6430-01	Postage	55,000	45,000
6055-01	Auto Lease, Gas, Oil & Maintenance	14,000	13,000
6015-01	Accounting Service	19,000	19,000
6300-01	Legal and Admin. Adv.	6,500	4,000
6480-01	Professional Partnership/Meetings	21,000	21,000
6610-01	Staff Education/Admin.	2,000	1,000
6615-01	Web Development	100,000	100,000
6680-01	Uniforms	3,000	3,000
	Total	$362,000	$330,000

TOURISM DEPARTMENT

TOURISM DEPARTMENT BUDGET		2009	2010
6020-02	Magazine/Newspaper/Web Advertising	$511,400	$450,000
6025-02	Outdoor Advertising	55,000	40,000
6460-02	Printed Literature	61,000	75,000
6040-02	Specialty Promotional Aids	30,000	35,000
6400-02	News Photography	3,500	3,500
6501-02	Promotional Events	100,000	150,000
6600-02	Services for Visitors	12,000	13,000
6645-02	Travel by Staff	45,000	48,000
6105-02	Entertainment by Staff	1,000	1,000
6050-02	Auto Gas	4,000	2,500
6480-02	Professional Partnerships	11,000	7,000
6610-02	Staff Education - Tourism	3,000	2,000
Total		$836,900	$827,000

CONVENTION DEPARTMENT

CONVENTION DEPARTMENT BUDGET		2009	2010
6020-03	Magazine/Newspaper/Web Advertising	$100,000	$90,000
6025-03	Outdoor Advertising	20,000	15,000
6460-03	Printed Literature	40,000	45,000
6040-03	Specialty Promotional Aids	35,000	38,000
6400-03	News Photography / Releases	1,000	1,000
6501-03	Promotional Events	35,000	39,000
6600-03	Services for Visitors	10,000	7,000
6645-03	Travel by Staff	31,000	20,000
6105-03	Entertainment by Staff	1,000	1,000
6055-03	Auto Gas	4,000	4,000
6480-03	Professional Partnerships	7,000	4,000
6610-03	Staff Education - Tourism	3,000	2,000
6601-03	Convention Assistance Program	80,000	200,000
Total		$367,000	$466,000

MEMBERSHIP DEPARTMENT

MEMBERSHIP DEPARTMENT BUDGET		2009	2010
6460-04	Printing / Promotion	$4,000	$4,000
6645-04	Travel by Staff	300	100
6105-04	Entertainment by Staff	500	500
6480-04	Professional Partnerships	300	200
6610-04	Staff Education - Membership	500	200
	Total	$5,600	$5,000

MEMBERSHIP DEPARTMENT BUDGET

6460-04 PRINTING/PROMOTION $4,000

Expenses associated with the printing of a membership brochure, membership directory, and other membership materials, as well as, promotional activities associated with membership retention and development.

6645-04 TRAVEL BY STAFF $100

All travel expenses by staff (transportation, meals, lodging) incurred while securing new members.

6105-04 ENTERTAINMENT BY STAFF $500

Entertainment by staff in support of the membership program.

6480-04 PROFESSIONAL PARTNERSHIPS $200

Partnership in National Association of Membership Directors in support of the membership program.

6610-04 STAFF EDUCATION - MEMBERSHIP $200

Staff education expenses in support of membership program.

PERSONNEL

PERSONNEL BUDGET

		2009	2010
6000-13	Salaries	$680,000	$680,000
6010-13	Payroll Taxes	22,000	18,000
6230-13	Hospitalization	105,000	105,000
6560-13	Retirement	86,000	80,000
	Total	893,000	$883,000

PERSONNEL BUDGET BREAKDOWN

6000-13 SALARIES $680,000

Salaries for 2010 for Executive Director, Convention & Sports Marketing Director, Visitor Marketing Manager, Public Relations & Special Projects Manager, Office Manager, Controller, Graphic Designer, Convention Services Manager, Visitor Information Specialist, Convention & Sports Sales Coordinator, Communications & Membership Coordinator, Visitor Marketing Specialist and Receptionist including part-time, contract labor and interns.

6010-13 PAYROLL TAXES $18,000

6230-13 HOSPITALIZATION $105,000

Life insurance, medical insurance, dental insurance, short term & long term disability insurance. (Thirteen employees.)

6560-13 RETIREMENT $80,000

Thirteen employees are eligible to participate in the retirement program.

SPECIALTY MARKETING PROGRAMS

WINTER VISITOR / RETIREMENT INDUCEMENT		2009	2010
6020-05	Magazine / Newspaper / Web Advertising	$32,000	$32,000
6620-05	Telephone	4,000	3,500
6460-05	Printing	4,000	3,500
6501-05	Promo. Events / Tours / Shows	20,000	15,000
6645-05	Travel by Staff	8,000	4,000
	Total	$68,000	$58,000

FILM INDUCEMENT		2009	2010
6460-06	Printing / Advertising	$9,000	$8,000
6220-06	Film Photo Library	1,500	1,500
6501-06	Promo. Events / Tours / Shows	30,000	30,000
6645-06	Travel by Staff	5,000	5,000
6750-06	Mayor's Office of Film & Digital Media	20,000	20,000
	Total	$65,500	$64,500

SPORTS EVENTS PROMOTION		2009	2010
6460-07	Printing / Advertising	$9,000	$8,000
6501-07	Promo. Events / Tours / Shows	65,000	50,000
6645-07	Travel by Staff	11,000	9,000
6460-07	Cycle Zydeco	140,000	140,000
	Total	$225,000	$207,000

FESTIVALS PROMOTION		2009	2010
6460-09	Printing / Advertising	$60,000	$45,000
6501-09	Promo. Events / Tours / Shows	5,000	5,000
6040-09	Specialty Promotional Items	10,000	4,000
	Total	$75,000	$54,000

FESTIVALS PROMOTION		2009	2010
6460-10	Printing / Advertising	$10,000	$8,000
6501-10	Promo. Events / Tours / Shows	1,000	3,000
6400-10	News Releases / News Photography	1,000	500
6650-10	Promotions and / or Travel by Comm.	1,000	1,000
	Total	$13,000	$12,500

VISITOR RELATED, PARISH EXTERNAL AGENCY & FUTURE PROJECTS

VISITOR RELATED PROGRAMS BUDGET		2009	2010
6071-08	EXPENDITURE	$100,000	$95,000

VISITOR RELATED PROGRAMS BUDGET BREAKDOWN

6071-08	EXPENDITURE Capital expenditure and/or maintenance in support of Gateway Acadiana project. Additional funding available to support community visitor related projects or studies as per direction of LCVC Board of Directors.		$95,000

PARISH EXTERNAL AGENCY PROJECTS			
6073-15	ACADIANA ARTS COUNCIL	$9,000	$9,000
6074-15	LAFAYETTE PARISH PROMOTION & FESTIVAL DEVELOPMENT	$15,000	$15,000
	TOTAL	$24,000	$24,000

FUTURE PROJECTS BUDGET			
6085-12	FUTURE PROJECTS	$60,000	$60,000
6360-12	OFFICE REPAIR / MAINTENANCE	$75,000	$65,000
6070-12	CAPITAL PROGRAM	$45,000	$40,000
	TOTAL	$180,000	$165,000

FUTURE PROJECTS BUDGET BREAKDOWN

6085-12	FUTURE PROJECTS Funds set aside for unforeseen expenses, as well as new promotional programs developed within the calendar year.	$60,000
6360-12	OFFICE REPAIRS & MAINTENANCE All repairs and maintenance to facilities other than Capital. This includes computer updates as well as repairs.	$65,000
6070-12	CAPITAL PROGRAM Office equipment, including computer software, which is needed to maintain efficient office productivity.	$40,000

OCR # 267-900583
DCRT-OT-09-82B
CFMS # 675825
Amendment # 2

AMENDMENT TO THE COOPERATIVE ENDEAVOR AGREEMENT BETWEEN
STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM, OFFICE OF TOURISM
AND
LAFAYETTE CONVENTION AND VISITORS COMMISSION
1400 NW EVANGELINE THRUWAY, LAFAYETTE, LA 70501
Phone # 337-232-3737 Tax ID # 726089318

Amendment Provisions
This amendment to Contract CFMS #675825 between the Department of Culture, Recreation and Tourism, Office of Tourism and Lafayette Convention and Visitors Commission, extends the term and increases the amount payable under the contract to allow continued marketing support throughout fiscal year 2010-2011.

Change #1
Delete from page 1, Paragraph 7, the following language:
Whereas, the LTPA has created 2009 - 2010 Marketing Plans, which offer lower rates than buying directly through the publications on print and web advertising for over 50 publications and media outlets and also includes buy-in opportunities for participation in trade and consumer shows; and

Add to page 1, Paragraph 7, the following language:
Whereas, the LTPA has created 2009-2010 and 2010-2011 Marketing Plans, which offer lower rates than buying directly through the publications on print and web advertising for over 50 publications and media outlets and also includes buy in opportunities for participation in trade and consumer shows; and

Change #2
Delete from Page 2, Paragraph 3, the following language:
Whereas, in calendar years 2009 and 2010 and as described in greater detail below, the State will reimburse the Contractor up to 50% of the Contractor's cost of purchasing media, pre-selected by the State, through the LTPA 2009 -2010 Marketing Programs, up to a maximum of $40,000.00; and

Add to Page 2, Paragraph 3, the following language:
Whereas, in calendar years 2009, 2010 and fiscal year 2011 and as described in greater detail below, the State will reimburse the Contractor up to 50% of the Contractor's cost of purchasing media, pre-selected by the State, through the LTPA 2009-2010 and 2010-2011 Marketing Programs, as well as other media approved by the State, up to a maximum of $53,157.50; and

Change #3
Delete from Page 2, Paragraph 6, Under Scope of Services, the following language:
As provided in greater detail in the attached Exhibit A which is incorporated herein by reference, the State agrees to remit to the Contractor payment in the amount of 50% of the cost incurred for purchasing media pre-selected by the State, up to a maximum amount of $40,000.00, subject to the following terms and conditions:

A.) The State will provide the contractor with the eligible programs within the 2009-2010 LTPA Marketing Plans.
B.) The contractor must purchase the media by or before October 31, 2010. The media must run by or before December 31, 2010.

Add to Page 2, Paragraph 6, Under Scope of Services, the following language:
As provided in greater detail in the attached Exhibit A which is incorporated herein by reference, the State agrees to remit to the Contractor payment in the amount of 50% of the cost incurred for purchasing media pre-selected by the State, up to a maximum amount of $53,157.50, subject to the following terms and conditions:

A.) The State will provide the contractor with the eligible programs within the 2009-2010 and 2010-2011 LTPA Marketing Plans, and well as other media approved by the State.
B.) The media must run by or before June 30, 2011.

Change #4

Delete from Page 3, Under Payment Terms, the following language:
In consideration of the services described above and upon receipt of the deliverables and fulfillment of all requirements set forth herein, the State agrees to reimburse the Contractor for 50% of the cost of purchasing media up to a maximum amount of Forty Thousand Dollars ($40,000.00). Payments shall be made upon receipt of these invoices. Invoices and all supporting documentation must be received by the State no later than February 28, 2011.

Add to Page 3, Under Payment Terms, the following language:
In consideration of the services described above and upon receipt of the deliverables and fulfillment of all requirements set forth herein, the State agrees to reimburse the Contractor for 50% of the cost of purchasing media up to a maximum amount of Fifty Three Thousand One Hundred Fifty Seven Dollars and Fifty Cents ($53,157.50). Payments shall be made upon receipt of these invoices. Invoices and all supporting documentation must be received by the State no later than July 11, 2011.

Change #5

This agreement shall begin on **December 1, 2008,** and shall terminate on **February 28, 2011.**

Add to Page 5, Under Term of Contract, the following language:
This agreement shall begin on **December 1, 2008,** and shall terminate on **August 15, 2011.**

Change # 6

Delete from Page 7, Exhibit A, Detailed Goals and Objectives, the following language:
The Office of Tourism will supplement the Contractor's purchase of targeted, pre-selected media outlined in the 2009-2010 Louisiana Travel Promotion Association Marketing Plans to promote and market the region's tourism resources.

Add to Page 7, Exhibit A, Detailed Goals and Objectives, the following language:
The Office of Tourism will supplement the Contractor's purchase of targeted, pre-selected media outlined in the 2009-2010 and 2010-2011 Louisiana Travel Promotion Association Marketing Plans, as well as other media approved by the State to promote and market the region's tourism resources.

Justification for the Amendment:

The LOT is specifically authorized to establish and support cooperative advertising programs (La. R.S. 51:1255). Cooperative advertising is a system by which advertising costs are divided between two or more parties. In this cooperative advertising program, the state LOT encourages local tourism convention and visitor bureaus and tourist commissions ("CVBs") to advertise the local tourism "product."

CVBs are political subdivisions of the state, statutorily authorized to "do all things necessary for the promotion and the advertisement and publication of information relating to tourist attractions within its jurisdiction" (La. R.S. 33:4574).

The tourism product is any activity or experience a tourist may participate in. For the LOT, the tourism product includes all of the communities, attractions, features, experiences, and events in the entire state of Louisiana. For a local CVB, the tourism product includes the communities, attractions, features, experiences, and events within its jurisdiction.

The LOT cooperative advertising program is administered in part through the nonprofit travel industry association, Louisiana Travel Promotion Association (LTPA). The LOT is statutorily directed to cooperate with governmental agencies (e.g., CVBs) and nonprofit associations (e.g., the LTPA) to market Louisiana as a tourism destination. CVBs can select media offered in LTPA marketing plans, plus additional media that is approved by the State. The media plan offered by the LTPA is a result of LTPA's media research which identified media outlets appropriate for tourism promotion. The media placement rates offered through the LTPA media plans were negotiated by LTPA, and therefore reflect discounts below published rates for placing media in the selected outlets. However, it is in the best interest of the state and local communities to allow CVBs to purchase State-approved media that is not included in LTPA's marketing plans.

Media research and negotiation of media placement rates are valuable services provided by advertising agencies and marketing firms to entities that promote their products through advertising. The LOT cooperative advertising program cuts out the advertising agencies (and their hourly rates and/or media commissions) and allows the local CVBs to purchase the

pre-negotiated, pre-selected media offered through the state's non-profit travel association, as well as approved media outside the LTPA marketing plans.

Revenues generated by the LTPA are re-invested in activities that complement and enhance the statutory duties and public purposes of the LOT and the CVBs, namely the promotion and expansion of tourism in Louisiana.

The 2009-2010 cooperative advertising programs proved to be an effective and efficient use of public funds. It is more efficient for the state LOT to encourage local CVBs to advertise their own tourism product (which is part of the state's "tourism product") and then provide a 50% rebate to the CVB for those ads, than it would be for the state LOT to buy an ad to promote the local CVB's tourism product (again, which is part of the state's "tourism product") at the full price of the ad plus fees for media research and/or media commissions.

Based on that success and due to the availability of funds, the LOT allowed CVBs to apply to continue participating in this program through fiscal year 2011. The Contractor was awarded the opportunity to participate in this program for FY 2011. This amendment is intended to continue the Contractor's participation in the program through fiscal year 2011.

Amendment becomes effective: July 1, 2010

This amendment contains or has attached hereto all revised terms and conditions agreed upon by contracting parties.

IN WITNESS THEREOF, this amendment is signed and entered into on the dates indicated below:

Gerald Breaux, President
Lafayette Convention and Visitors Commission

8-12-10
Date

Jim Hutchinson, Assistant Secretary
Louisiana Office of Tourism

7-29-10
Date

Pam Breaux, Secretary
Department of Culture, Recreation and Tourism

8-2-10
Date

APPROVED
Office of the Governor
Office of Contractual Review

SEP 27 2010

Sandra G. Gillen
DIRECTOR

267-900583

DCRT-OT-09-82
OFMS# 675825

Cooperative Endeavor Agreement

THIS COOPERATIVE ENDEAVOR AGREEMENT is made and entered into on the dates and at the places listed below by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter sometimes referred to as "State" or "LOT," and the Lafayette Convention and Visitors Commission, a political subdivision of the state of Louisiana, domiciled and having its principal business address at 1400 NW Evangeline Thruway, Lafayette, LA 70501, hereinafter referred to as "Contractor."

WITNESSETH:

WHEREAS, Article VII, Section 14 (c) of the Constitution of the State of Louisiana provides that "for a public purpose, the state and its political subdivisions... may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual"; and

WHEREAS, the Louisiana Department of Culture, Recreation and Tourism is responsible for the statewide development and implementation of cultural, recreational, and tourism programs (La. R.S. 36:201.B) and its Office of Tourism is statutorily mandated to "encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and shall cooperate with local tourist promotion and convention agencies. . ." (La. R.S. 36:208.F); and

WHEREAS, the Contractor is a political subdivision of the state, statutorily authorized to "do all things necessary for the promotion and the advertisement and publication of information relating to tourist attractions within its jurisdiction" (La. R.S. 33:4574); and

WHEREAS, the Louisiana Travel Promotion Association (LTPA) is a non-profit, private sector tourism association representing Louisiana's travel and hospitality industry; and

WHEREAS, the LTPA creates, coordinates, and offers the tourism industry cooperative programs, including consumer and trade advertising and promotions and the opportunity to utilize its marketing expertise; and

WHEREAS, the LTPA has created a 2009 Marketing Plan, which offers lower rates than buying directly through the publications on print and web advertising for over fifty publications and media outlets and also includes buy in opportunities for participation in trade and consumer shows; and

WHEREAS, the LTPA will receive a percentage of the cost of the media purchased by the Contractor, which funds will be reinvested by the LTPA in programs that educate and promote the tourism industry, which further supports the public purposes and statutory mandates of the Contractor and the State; and

WHEREAS, at this time, there is no other entity that offers a comprehensive marketing plan that offers media purchases at a discounted rate to the Louisiana tourism industry; and

WHEREAS, in accordance with the Office of Tourism's Master Plan to expand and increase the economic impact of tourism in Louisiana through strong and effective public initiatives, the State desires to cooperate with the Contractor in the implementation of a cooperative advertising program designed to leverage state and local tourism funding; and

WHEREAS, in calendar year 2009 and as described in greater detail below, the State will reimburse the Contractor up to 50% of the Contractor's cost of purchasing media, pre-selected by the State, through the LTPA 2009 Marketing Program, up to a maximum amount of $20,000.00; and + 20,000 = 40,000

WHEREAS, it is anticipated that the public benefit of maintaining awareness and a positive image of the state as a unique and desirable travel destination through this proposed cooperative advertising program is proportionate to obligations to be undertaken by the State, which obligations benefit the Louisiana economy and tourism industry and the state and local level.

NOW, THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

1. Scope of Services

As provided in greater detail in the attached Exhibit A which is incorporated herein by reference, the State agrees to remit to the Contractor payment in the amount of 50% of the cost incurred for purchasing media pre-selected by the State, up to a maximum amount of $20,000.00, subject to the following terms and conditions:

A. The State will provide the Contractor with the eligible programs within the 2009 LTPA Marketing Plan
B. The Contractor must purchase the media by or before October 31, 2009. The media must run by or before December 31, 2009.
C. To receive a 50% reimbursement for the cost of the media placement, the Contractor shall submit to the State:
    a. A copy of the Contractor's invoice for the media placement
    b. An original invoice from the Contractor to the State for one-half of the cost of the media placement.
    c. An original tear sheet of the advertisement (be sure to include the name and date of the publication)
    d. A copy of this signed Cooperative Endeavor Agreement

Monitoring Plan

Jesse Lambert, Director of Consolidated Marketing, Louisiana Office of Tourism, or her supervisor or successor to this position will assure that the requirements are met and that services contracted for and agreed upon are rendered complete.

Payment Terms

In consideration of the services described above and upon receipt of the deliverables and fulfillment of all requirements set forth herein, the State agrees to reimburse the Contractor for 50% of the cost of purchasing media up to a maximum amount of Twenty Thousand Dollars ($20,000.00). Payments shall be made upon receipt of these invoices. Invoices and all supporting documentation must be received by the State no later than February 28, 2010.

Taxes

Contractor is responsible for payment of all applicable taxes from the funds to be received under this agreement, identified under federal tax identification number 726089318.

Contractual Review Approval

This Contract is not effective until approved by the Director of the Office of Contractual Review in accordance with the LA. R. S. 39:1502. Any alteration, variation, modification, or waiver of this Agreement shall be valid only when it has been reduced to writing, executed by all parties and approved by the Director of the Office of Contractual Review.

Termination for Cause

The State may terminate this contract for cause based upon the failure of Contractor to comply with the terms and/or conditions of this agreement; provided the State shall give the Contractor written notice specifying the Contractor's failure. If within thirty (30) days after receipt of such notice, the Contractor shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure, and thereafter proceeded diligently to complete such correction, then the State may, at its option, place the Contractor in default and the Contract shall terminate on the date specified in such notice. The Contractor may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the State to comply with the terms and conditions of this contract; provided that the Contractor shall give the State

written notice specifying the State's failure and a reasonable opportunity to cure the defect.

Termination for Convenience
The State may terminate this agreement at any time by giving thirty (30) days written notice to Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

Remedies

Any claim or controversy arising out of this Agreement shall be resolved by the provisions of La. R.S. 39:1524-1526.

Ownership

All records, reports, documents and other materials delivered or transmitted to Contractor by the State shall remain the property of the State, and shall be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract. All records, reports, documents, or other materials related to this contract and/or obtained or prepared by Contractor in connection with the performance of the services contracted herein shall become the property of the State, and shall, upon request, be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract.

Assignment

Contractor shall not assign any interest in this contract and shall not transfer any interest in same (whether assignment or novation), without prior written consent of the State, provided however, that claims for money due or to become due to the Contractor from the State may be assigned to a bank, trust company or other financial institution without such prior written consent. Notice of any such assignment or transfer shall be furnished promptly to the State.

Auditor's Clause

It is hereby agreed that the Legislative Auditor of the State of Louisiana and/or the Office of the Governor, Division of Administration auditors shall have the option of auditing all accounts of Contractor that relate to the Contract.

Fiscal Funding Clause

The continuation of this contract is contingent upon the appropriation of funds to fulfill the requirements of this contract by the Legislature. If the Legislature fails to appropriate sufficient monies to provide for the continuation of the Contract, or if such appropriation

is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriations for the year from exceeding the revenues for that year, or for any other lawful purpose, and the effect of such reduction is to provide insufficient monies for the continuation of the Contract, the Contract shall terminate on the date of the beginning of that first fiscal year for which funds are not appropriated.

Term of Contract

This agreement shall begin on **December 1, 2008,** and shall terminate on **February 28, 2010.**

Discrimination Clause

The Contractor agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, the Fair Housing Act of 1968 as amended, and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities.

Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

Indemnification Clause

Contractor shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from or by reason of any act or omission, operation of work of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services required or performed by the Contractor hereunder.

Further, the State shall indemnify and hold harmless the Contractor against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the State, its agents, servants, or employees while engaged upon or in connection with services required or performed by the State hereunder.

THUS DONE AND SIGNED at Lafayette, Louisiana on the 23rd day of January, 2009.

Lafayette Convention and Visitors Commission

WITNESSES:

Nancy L. Napier

Felicia Dukon

Gerald Breaux

Gerald Breaux
President

THUS DONE AND SIGNED at Baton Rouge, Louisiana, on the 20 day of January, 2009.

Louisiana Office of Tourism

WITNESSES:

Jesse Smith

Secretary

Lindsey L

Jack Warner, Deputy Assistant

THUS DONE AND SIGNED at Baton Rouge, Louisiana, on the 20 day of-January, 2009.

WITNESSES:

Dept. of Culture, Recreation & Tourism

Pam Breaux

Pam Breaux, Secretary

APPROVED
Office of the Governor
Office of Contractual Review

APR 7 2009

DIRECTOR

Exhibit A

Agency Name: Office of Tourism

Contracting Party: Lafayette Convention and Visitors Commission

Contract Monitor: Jesse Lambert

Detailed Goals and Objectives:
The Office of Tourism will supplement the Contractor's purchase of targeted, pre-selected media outlined in the 2009 Louisiana Travel Promotion Association Marketing Plan to promote and market the region's tourism resources. The goals of this partnership are to encourage local tourism entities to promote their local tourism industry in concert with State efforts and at a discounted rate; to leverage the State's marketing dollars for tourism; to increase awareness of local and state tourism destinations and attractions; to increase awareness of the state and its many local destinations among likely travelers; to increase the number of tourists at the state and local levels; and to increase the economic impact of tourism on state and local economy.

Deliverables:

- The Contractor will deliver the invoices and tear sheets and other supporting documentation described in the Agreement, Part 2
- The State will deliver the reimbursement payments as described in the Agreement, Part 3 "Payment Terms."

Performance measures:
Performance measures will include the results derived from the marketing efforts to include: number/frequency of advertisements placed; the circulation of publications in which advertising is placed; the number of inquiries/leads received from advertisements' "calls to action" (e.g., website visitation, telephone inquiries, etc.); increased brand recall and awareness; increased local and state-wide visitation.

Contract Monitor: Jesse Lambert

Monitoring Plan:

- Contract Monitor will work with the Contractor to ensure its understanding of the State's requirements so that the Contracting Party can participate in this cooperative marketing program.
- Contract Monitor will ensure the advertisements are placed and the deliverables are delivered in accordance with the terms of this Agreement.
- Contract Monitor will review and verify submitted invoice(s) prior to authorizing release of payment

Final Utility of Services:
This cooperative agreement complies with the goals and objectives of the Louisiana Office of Tourism to increase the awareness of Louisiana as a tourism destination, to promote and assist expansion of tourism and the tourism industry in Louisiana, and to cooperate with local tourist promotion and convention agencies.